

**ABSTRACT**

A method and an apparatus provide a service of multimedia data in a mobile terminal. In the method and the apparatus, a package data is generated and stored at a multimedia data providing device. The package data includes an execution condition and a multimedia file corresponding to the execution condition, wherein the multimedia file executes in the mobile terminal when the execution condition is satisfied. When the mobile terminal accesses the multimedia data providing device and requests the multimedia data, the package data including the multimedia data is transmitted to the mobile terminal through communication network. According to the method and the apparatus, the mobile terminal is simply provided various multimedia services.